

# SAP C-THR84-2411 Valid Mock Test - C-THR84-2411 Test Cram

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C\_THR84\_2411 Exam Details, Sample Questions, and Practice Test

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## SAP Certified Associate - Implementation Consultant - SAP SuccessFactors Recruiting: Candidate Experience Sample Questions (Q26-Q31):

### NEW QUESTION # 26

Candidate Relationship Management

Your customer is planning to host a virtual job fair to connect with potential candidates who have experience in the medical industry. You create a Candidate Profile Extension field with an associated picklist. Where will you add this field so that candidates can complete it during the job fair even if they do NOT apply for a job?

- A. Add the field to the Candidate Profile template.
- B. Add the field to the Application template.
- **C. Add the field to a data capture form.**
- D. Add the field to the Create an Account page.

**Answer: C**

Explanation:

Option A is correct because adding the field to a data capture form will allow candidates to complete it during the job fair even if they do not apply for a job. A data capture form is a tool that collects candidate information on a landing page without requiring them to create an account or submit an application. Data capture forms can be used for events, campaigns, or surveys to engage with potential candidates and build talent pools<sup>1</sup>.

Option B is incorrect because adding the field to the Application template will only allow candidates to complete it if they apply for a job. The Application template is the form that candidates fill out when they apply for a specific job requisition on the career site. The Application template is not suitable for capturing candidate information for general events or campaigns<sup>2</sup>.

Option C is incorrect because adding the field to the Candidate Profile template will only allow candidates to complete it if they create or update their profile on the career site. The Candidate Profile template is the form that candidates fill out when they create or update their profile on the career site. The Candidate Profile template is not suitable for capturing candidate information for general events or campaigns<sup>3</sup>.

Option D is incorrect because adding the field to the Create an Account page will only allow candidates to complete it if they create an account on the career site. The Create an Account page is the page that candidates see when they click on the Create an Account button on the career site. The Create an Account page is not suitable for capturing candidate information for general events or campaigns.

Reference:

1: SAP Certified Application Associate - SAP SuccessFactors Recruiting: Candidate Experience 1H/2023 | SAP Training Certification

2: Get certified in SAP SuccessFactors Recruiting: Candidate Experience 1H/2023 | SAP Learning

3: Creating and Editing Data Capture Forms | SAP Help Portal

4: Application Template | SAP Help Portal

5: Candidate Profile Template | SAP Help Portal

[6]: Create an Account Page | SAP Help Portal

### NEW QUESTION # 27

Which of the following statements describe recruitment marketing? Note: There are 2 correct answers to this question.

- A. The focus is on the immediate need to fill a specific job opening
- **B. The practice of promoting the value of an employer's brand in order to recruit talent**
- C. The collection of candidate information and organization of prospects based on experience and skills
- **D. The strategies an organization uses to find, attract, engage, and nurture talent before they apply for a job**

**Answer: B,D**

Explanation:

Recruitment marketing is a term that refers to the process of attracting and engaging potential candidates for an organization, using various marketing techniques and channels. Recruitment marketing has two main aspects:

The practice of promoting the value of an employer's brand in order to recruit talent: This involves creating and communicating a

compelling and consistent message about the organization's culture, vision, values, and benefits, and showcasing it to the target talent pool. The goal is to build awareness, trust, and loyalty among the candidates, and to differentiate the organization from its competitors. Employer branding can be done through various media, such as websites, social media, blogs, videos, podcasts, events, or referrals.

The strategies an organization uses to find, attract, engage, and nurture talent before they apply for a job: This involves identifying and reaching out to the right candidates, using data-driven insights and personalized content. The goal is to generate interest, curiosity, and excitement among the candidates, and to guide them through the candidate journey, from awareness to consideration to application. Recruitment marketing strategies can include search engine optimization (SEO), pay-per-click (PPC) advertising, email marketing, social media marketing, content marketing, or talent networks.

The collection of candidate information and organization of prospects based on experience and skills: This is not a correct answer, because this is more related to candidate relationship management (CRM) than recruitment marketing. CRM is a tool or system that helps recruiters to manage and track their interactions with candidates, and to build and maintain long-term relationships with them. CRM can help recruiters to collect and store candidate information, such as resumes, profiles, preferences, or feedback, and to segment and organize prospects based on various criteria, such as experience, skills, location, or source. CRM can also help recruiters to communicate and engage with candidates, such as sending automated messages, reminders, or newsletters, or inviting them to events or webinars.

The focus is on the immediate need to fill a specific job opening: This is not a correct answer, because this is more related to recruitment than recruitment marketing. Recruitment is the process of finding, screening, interviewing, and hiring candidates for a specific job opening, using various methods and tools. Recruitment focuses on the short-term need to fill a vacancy, and evaluates candidates based on their qualifications, competencies, and fit for the role. Recruitment can be done through various channels, such as job boards, career sites, referrals, or agencies. Reference:

#### NEW QUESTION # 28

After enabling the Unified Data Model, why do fields need to be mapped in Setup Recruiting Marketing Job Field Mapping? Note: There are 3 correct answers to this question.

- A. To provide fields for filtering reports in Advanced Analytics
- B. To provide fields that online sources require for XML feeds
- C. To support job posting to career sites built with Career Site Builder
- D. To support the use of job requisition fields in Career Site Builder
- E. To ensure that no more than five custom fields are required for Recruiting Marketing

**Answer: A,C,D**

Explanation:

Comprehensive and Detailed In-Depth Explanation: The Unified Data Model (UDM) in SAP SuccessFactors Recruiting enhances data consistency across Recruiting Marketing (RMK) and Career Site Builder (CSB). Field mapping in Setup Recruiting Marketing Job Field Mapping is critical:

\* Option A (To support job posting to career sites built with Career Site Builder): Correct. Mapping ensures job requisition fields (e.g., title, location) are correctly displayed on the CSB site, enabling seamless job posting.

\* Option C (To support the use of job requisition fields in Career Site Builder): Correct. UDM relies on mapped fields to populate CSB components (e.g., search filters, job details), ensuring candidates see accurate data.

\* Option E (To provide fields for filtering reports in Advanced Analytics): Correct. Mapped fields feed into Advanced Analytics, allowing filtering by attributes like location or department for actionable insights.

\* Option B (To provide fields that online sources require for XML feeds): Incorrect. XML feeds for job boards are managed separately (e.g., via Recruiting Posting), not directly tied to UDM field mapping in CSB.

\* Option D (To ensure that no more than five custom fields are required for Recruiting Marketing): Incorrect. There's no such limitation; field mapping is about functionality, not restricting custom fields.

SAP's Unified Data Model Configuration Guide confirms A, C, E as the primary reasons for field mapping. References: SAP SuccessFactors Recruiting: Candidate Experience - Unified Data Model Configuration Guide; Advanced Analytics Guide.

#### NEW QUESTION # 29

As part of their sales2023 campaign your customer wishes to post a link to YouTube that directs candidates to the Sales Jobs category page. Which URL contains the correct tracking links for this scenario?

- A. [https://jobs.company.com/go/Sales-Jobs/597140/?utm\\_source=youtube&utm\\_campaign=sales2023](https://jobs.company.com/go/Sales-Jobs/597140/?utm_source=youtube&utm_campaign=sales2023)
- B. [https://jobs.company.com/go/Sales-Jobs/597140/&utm\\_source=sales2023&utm\\_campaign=youtube](https://jobs.company.com/go/Sales-Jobs/597140/&utm_source=sales2023&utm_campaign=youtube)
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- D. [https://jobs.company.com/go/Sales-Jobs/597140/?utm\\_source=youtube?utm\\_campaign=sales2023](https://jobs.company.com/go/Sales-Jobs/597140/?utm_source=youtube?utm_campaign=sales2023)

**Answer: A**

### NEW QUESTION # 30

What must you consider when using custom fonts in Career Site Builder (CSB)?

- A. Ensure that the font is uploaded in a ZIP file.
- B. Once a custom font is uploaded the fonts of existing components are replaced.
- C. **Ensure that the customer owns the font license.**
- D. Remember that only one custom font can be uploaded in CS

**Answer: C**

### NEW QUESTION # 31

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